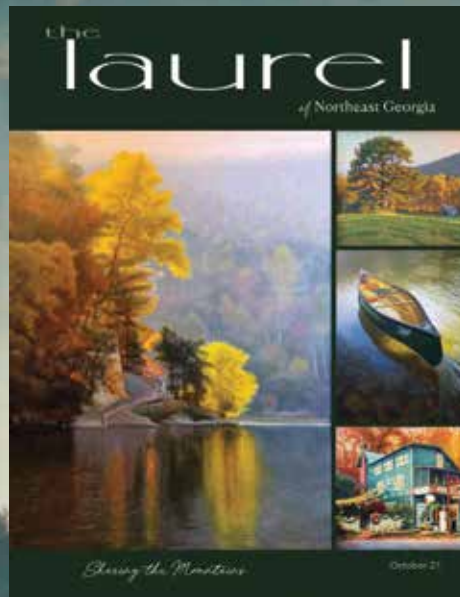
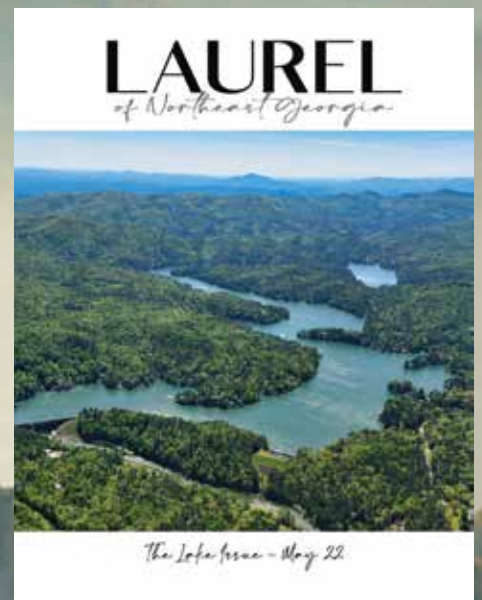


# LAUREL

*of Northeast Georgia*



Marketing Guide  
2022-2023



## Why Choose the Laurel

- It's full color, beautiful, rich with content, great photography and valuable information.
- It is collectible, they can be found years after they are printed on coffee tables, shelves and magazine racks in homes, professional offices, and businesses around the region.

- It is sought after, people look for and CHOOSE to pick it up and they read it from cover to cover!

The Laurel is one of the advertising outlets that is not forced on the public. It isn't on the back of your receipt (that you throw away), it isn't blocking the landscape while you are trying to drive, it isn't on the back of your menu or vying for your attention while you eat. It isn't displaying your ad while your potential customer is buying popcorn and a coke before the movie. It is a treasure that readers pick up and take home to enjoy. It is home décor!

- Thousands are printed every month and placed in hundreds of locations in five Georgia counties and two North Carolina counties.

- Between our bundles, monthly specials, winter bundle and available discounts, advertising with us is affordable. When you look at value vs. price, it's a no-brainer!

- Our presence on social media: Facebook, Twitter, Instagram, Pinterest, and Youtube

- Our website is rich with content as well, great event sharing opportunities, FREE business listings, advertising opportunities and editorial possibilities.

- The Laurel is an icon of the community built on 15 years of solid reputation. Our magazine is dedicated to the success of our advertisers and spotlighting the amazing people, places and things that make the mountains special.

- No one does what we do. Magazines are printed everyday but the Laurel is like spending time with an old friend. It is a retreat for the mind, heart and soul... it is Northeast Georgia and Western North Carolina.

- It WORKS! Consistent advertising with the Laurel has improved the bottom line for thousands of advertisers in the past 15 years. It has built businesses and it has saved them. The GML is your marketing partner invested in your business. We want to share your card, refer customers, help you network with other businesses and make you look GREAT!!

### our reach

The Laurel of Northeast Georgia can be picked up in 150 locations throughout the area in hotels, chambers of commerce, country clubs, retail outlets, convenience stores, banks, real estate offices, grocery stores and more. Our magazine is the most widely distributed and popular magazines in the area. We will celebrate 20 years in print in 2023!

### added value

Our advertisers receive a multitude of added value incentives at no additional charge: Ad design and ad photography; Link to your website in digital issue and on our website; editorial is earned with multi-month or annual agreements. Discounts are given for pre-payment or meeting our deadline.

### in every issue

Known for engaging content that informs residents and visitors about our area.

#### WHAT TO DO

Check out our Around Town section for event info including our calendar of events.

#### OUTDOOR RECREATION

From mountain streams to area lakes, the forest and the fields, we'll introduce you.

#### ARTS & FINE CRAFT

Artists or photographers featured on every cover and inside our pages.

#### SOUTHERN CUISINE & LIBATIONS

Find fine dining to quick bites and everything in between. Recipes you'll love and more.

#### SHOPPING

We love to feature local businesses, towns and local shopping!

#### HISTORY

Revealing the history of the mountains

#### LIFESTYLES & WELLNESS

A look into the area's beautiful and unique homes and lifestyles. Health and wellness offerings.

#### FAITH & CHURCH COMMUNITY

Inspiring and uplifting content giving praise to our Creator and His Son, Jesus.

#### BUSINESS PROFILES & SPOTLIGHTS

We love to tell you about our advertisers, their offerings, services and the people behind the business

# print advertising investments

AD TYPE	SAFETY	TRIM	BLEED	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
1/6 Page	N/A	3.66w x 3t	N/A	\$195	\$185*	\$175*	\$165*
1/4 Page	N/A	3.66w x 4.6t	N/A	\$335	\$320*	\$305*	\$290*
1/3 Page	N/A	4.75w x 4.75t	N/A	\$445	\$425*	\$405*	\$385*
1/2 Page	N/A	7.5w x 4.6t	N/A	\$600	\$575*	\$550*	\$525*
Full Page	7.5 x 10	8.375w x 10.875	8.875w x 11.375	\$1040	\$1010*	\$980*	\$950*
Double Truck	above x 2	16.75w x 10.875	17.25w x 11.375	\$1630	\$1595*	\$1565*	\$1530*

Dimensions are in inches | \*per issue

## same issue multi-page discounts

PAGES	INVESTMENT
3-6 Pages	\$750 per page
7-9 Pages	\$600 per page
10-14 Pages	\$525 per page
15+ Pages	\$400 per page

The *Laurel of Northeast Georgia* publishes monthly.

Ad deadline is the 1st of each month

January closes December 1 | February closes January 1

March closes February 1 | April closes March 1

May closes April 1 | June closes May 1

July closes June 1 | August closes July 1

September closes August 1 | October closes September 1

November closes October 1 | December closes November 1

**Ask us about Video Advertising**  
shared on our website and yours, our YouTube channel  
and our social media platforms!  
**\$800 for a three month run!**

## Video and Online Ad Options

Sidebar ad:  
\$50 w/print \$100 w/out  
Sponsor ad:  
\$175 w/print \$200 w/out

**For advertising information  
or to schedule a  
marketing consultation:**

**Contact Cindi Freeman - Marketing Executive**  
(Cell) 706-982-0216 or (Office) 706-782-1600  
Email: laurelmag@gmail.com

## ad file submissions

Design and production of ads are included in advertising cost, however, if camera ready ads are submitted, please follow these guidelines:

- ❖ Only digital files are accepted.
- ❖ Applications supported are:  
Adobe Photoshop,  
Adobe Illustrator, and  
Adobe InDesign.
- ❖ Formats supported are:  
PDF, EPS, TIF, and PSD.
- ❖ Artwork and photos should be processed  
at a resolution of no less than **300 dpi** at  
**100%** of desired printing size.
- ❖ Files should be prepared  
as CMYK.
- ❖ All fonts should be  
Post Script and included  
(screen and printer).

email files to your Marketing Executive or to [diannevander@aol.com](mailto:diannevander@aol.com)

RABUN COUNTY, GA  
HABERSHAM COUNTY, GA  
STEPHENS COUNTY, GA  
TOWNS COUNTY, GA  
MACON COUNTY, NC  
OCONEE COUNTY, SC



Full page  
7.5 X 10  
w/ bleed  
8.575 X 11.3

1/3 Box  
4.75 X 4.75

1/6  
Tall  
2.25  
X  
4.6

1/2 Wide  
7.5 X 4.6

1/2 Tall  
3.66 X 9.75

1/4 Tall  
3.66 X 4.6

1/6 Wide  
3.66 X 3

1/3  
Tall  
2.25 X  
9.75

AD SIZES

1/3 Wide  
7.5 X 3